***WAYNE’S WORLD* AND ADVERTISING**

While watching the film *Wayne’s World*, complete the following chart to explore the issue of advertising and product placement as they are explored in the film. The chart will be checked for completion after the film has been viewed, and prepare to have a class discussion based on your notes.

In the chart below, record how each of the following characters reacts to the proposed advertising in Wayne and Garth’s show. Think about why they would respond in this way, and make some notes to that effect.

|  |  |  |
| --- | --- | --- |
| **Character** | **Initial Reaction to Proposed Advertising** | **Reasons for their Reaction** |
| Wayne |  |  |
| Garth |  |  |
| Benjamin Cane |  |  |
| Noah Vanderhoff |  |  |

In the chart below, record the products that are advertised throughout the film. Also take note of how they are being advertised, which characters do the advertising for the brand, and how the direct and indirect messages are being conveyed. In our class discussion, you will be asked to analyze how effective the advertisements are at selling their product throughout the film.

In addition to analyzing the three products identified below, keep your eyes open for two other products that are being advertised. List them in the empty rows of the chart, and perform the same analysis on these products as the three that are listed already.

|  |  |  |
| --- | --- | --- |
| **Product** | **Characters Involved** | **Method(s) of Conveying Messages** |
| Pizza Hut |  |  |
| Pepsi |  |  |
| Reebok |  |  |
|  |  |  |
|  |  |  |